

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:) Confirmation No. 4901
Bret Alan **GORSLINE, et al.**) Group Art Unit: 2178
Application No. 10/727,264) Examiner: David Faber
Filed: December 3, 2003)
For: **METHODS AND SYSTEMS FOR**) Date: January 14, 2010
PROGRAMMABLY GENERATING)
ELECTRONIC AGGREGATE)
CREATIVES FOR DISPLAY ON AN)
ELECTRONIC NETWORK)

AMENDMENT UNDER 37 CFR §1.116

MAIL STOP AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the final Office Action mailed October 14, 2010 for the above identified application, Applicants respectfully request the entry of the amendments to the Specification and Claims submitted herewith to place the application in better form for appeal. *See 37 CFR § 1.116(b)(2).*

Applicants are filing this submission *on the same date* as the filing of a Notice of Appeal pursuant to 37 CFR § 1.116(b). The due date for filing the Notice is three months from the mailing date of the final Office Action. Thus, the submission is timely. Any fees required for this submission or the Notice of Appeal is hereby authorized to be charged to Nixon Peabody Deposit Account No. 19-2380 (Order No. 002566-019000).

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claim begin on page 3 of this paper.

Remarks begin on page 11 of this paper.